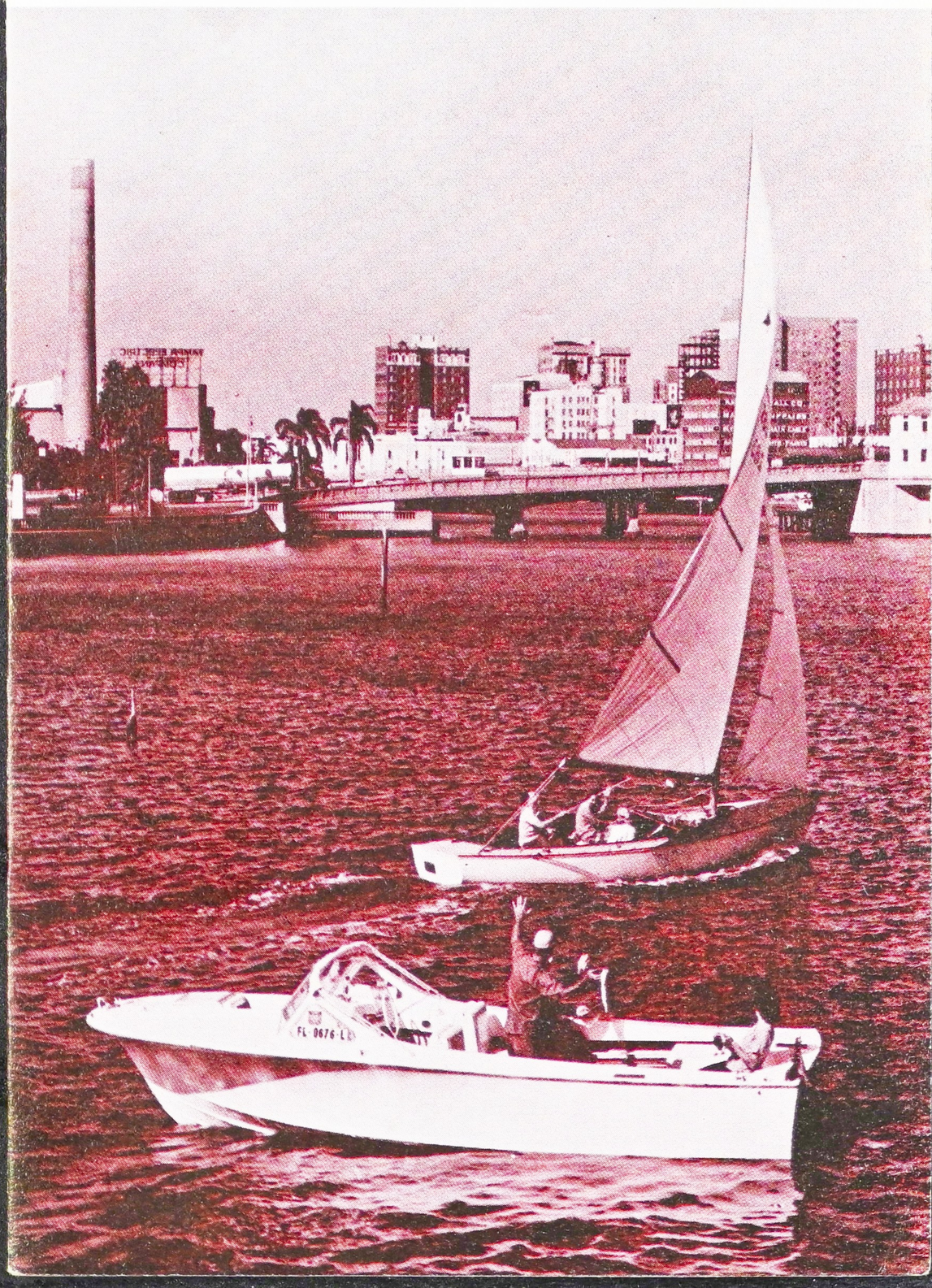
MORE for YOU to SEE and DO in...

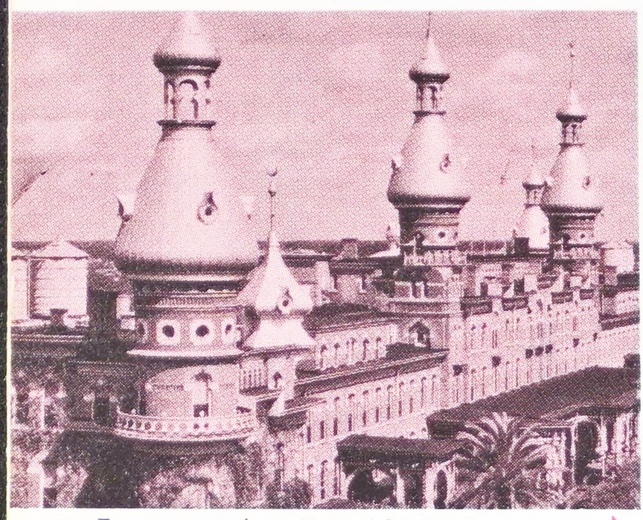
Tampa

HILLSBOROUGH COUNTY, FLORIDA

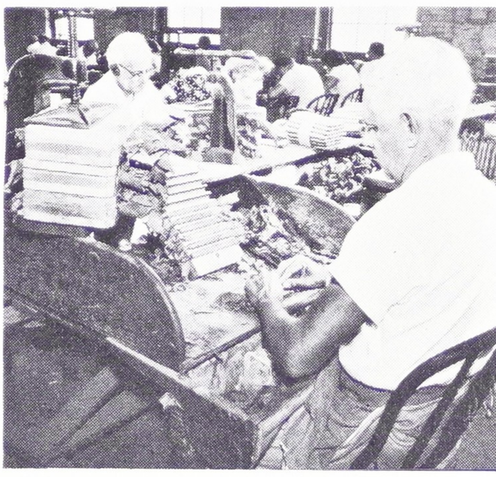
ATTRACTIONS • POINTS OF INTEREST
KEYED MAP OF METROPOLITAN TAMPA
MAP OF ONE-DAY SIGHTSEEING TOURS



University of South Florida, unique in the unusual architectural beauty of its buildings.



University of Tampa with its Moorish minarets. See historic, 600-year-old DeSoto oak; visit museum.



Tampa makes 750,000,000 cigars annually. Visit a factory; see hand-made cigars produced.

Banana boats unload fruit from the Tropics almost daily.

Tampa Municipal Beach—ideal for bathing and picnics.

Bayshore Boulevard, a scenic drive that skirts Hillsboro Bay for six miles, beautifully landscaped with rare tropical trees and shrubs. The bay is usually busy with sail boats and big freighters . . . and the Bayshore Boulevard sidewalk is the longest uninterrupted sidewalk in the world.

WELCOME TO Tampa

HILLSBOROUGH COUNTY, FLORIDA

You will find Tampa a city of interesting contrasts. Visitors quickly discover that Tampa is generously spiced with a pleasure-filled seasoning of exotic attractions, unusual points of interest, thrilling spectator sports, and an inviting variety of outdoor recreation on both land and water. Many new deluxe accommodations are available in convenient locations.

But Tampa and Hillsborough County are by no means "all play, no work" communities. Tampa is the Industrial Hub of Florida, and distribution and shopping center for a big, rich trade area. Its deepwater port, a must for sightseeing visitors, consistently ranks among the first six in the nation in freight car unloadings. Tampa is the commercial aviation center and transportation axis of the Florida West Coast. Easy access coupled with strategic location and a wide selection of meeting facilities, make Tampa a major convention city.

Hillsborough County is one of the best balanced agricultural areas in the United States. Vast cattle ranges and citrus groves spread out over thousands of acres. Plant City is known as the "Winter Strawberry Capital of the world;" and Ruskin as the "Salad Bowl of the Nation" because of the great variety of fresh vegetables it produces.

This folder — with its 21 photographs, keyed Points of Interest maps, and sightseeing tours—is realistic evidence that there's *"More for you to see and do"* in Tampa!

Want more information? Visit Greater Tampa Chamber of Commerce, 801 E. Lafayette Street; or the Tourist Information Center in Plant Park.

Busch Gardens — acres of breathtaking beauty; 400 exotic birds, rare tropical plants; trained bird show, plant tours. "Stairway to the Stars" escalator — longest continuous escalator in the world. Free!

Principal Attractions and
in and around Tampa with

BEARS AVE.
FLETCHER AVE.
131st ST.
TAMPA CITY LIMITS
GUNN HIGHWAY
HIGHWAY
MABRY
DALE
28
27
24
23
U.S. 41
FOWLER AVE.
30th ST.
33
LINEBAUGH AVE.
TEMPLE TERRACE
29
SULPHUR SPRINGS
WATERS AVE.
25
N. BOULEVARD
26
SLIGH AVE.
ROME AVE.
SEMINOLE HEIGHTS
TAMPA CITY LIMITS
STATE ROAD 580
TAMPA CITY LIMITS
HILLSBORO AVE.
21
20
ARMENIA AVE.
RIVER
TAMPA ST.
FLORIDA AVE.
U.S. 92 AND U.S. 41
OSBORN AVE.
NEBRASKA AVE.
BUFFALO AVE.
LAKE AVE.
YBOR CITY
17
16
30th ST.
22
TO CLEARWATER
TAMPA INTERNATIONAL AIRPORT
19
COLUMBUS DRIVE
COURTNEY CAMPBELL PARKWAY
18
HOWARD AVE.
18
N. BOULEVARD
15
7th AVE.
14
ADAMO
13
13th ST.
22nd ST.
MCKAY BAY
CYPRESS ST.
CASS
12
W. HOWARD FRANKLAND BRIDGE
6
TO ST. PETERSBURG
INTERSTATE 4
CLEVELAND ST.
GR. CENTRAL
LAFAYETTE ST.
PLATT ST.
SWANN
HENDERSON BLVD.
11
PALMA CEIA
AVE.
HYDE PARK
9
10
BLVD.
DAVIS ISLANDS
6
8
7
PETER O. KNIGHT AIRPORT
4
OLD TAMPA BAY
BAY-TO-BAY
EL PRADO BLVD.
EUCLID AVE.
BLVD.
MABRY
MAC DILL
BAYSHORE
6
5
4
GANDY BRIDGE
U.S. 92
TO ST. PETERSBURG
GANDY BLVD.
3
BALLAST POINT
DALE MABRY HIGHWAY
WEST SHORE BLVD.
INTERBAY BLVD.
TAMPA CITY LIMITS
HILLSBORO BAY
TAMPA
CITY
LIMITS
2
PORT TAMPA CITY
TAMPA CITY LIMITS
1
MAC DILL AIR FORCE BASE
TAMPA BAY

N
W
S

GREATER TAMPA CHAMBER OF COMMERCE
TAMPA, FLORIDA

Points of Interest
key to locations!

Locations of the Interest are nun to north.

1. MacDill Air For
2. Phosphate Dock
3. Jai Alai Fronton
4. Yacht Clubs
5. Ballast Point (F
6. Marinas and La
7. Peter O. Knight
8. Shrimp Fleet
9. Gasparilla Pirat
10. Bayshore Boulev
11. Palma Ceia Gol
12. D. B. McKay A
    Florida State Fa
    Plant Field
    Tourist Informat
    Tourist Recreatio
    University of Ta
13. Banana Docks
14. Greater Tampa
15. Downtown Shop
16. Cigar Factories
17. Ybor City — La
    Spanish Restaur
18. Beaches (bathing
19. Tampa Internati
20. Al Lopez Field (
21. Loch Raven Gol
22. Rocky Point Go
23. Horse Racing (S
24. Tampa Commun
25. Fairyland, Lowry
26. Greyhound Raci
    Sulphur Springs
27. Silver Lake Gol
28. Tampa Golf &
29. Busch Gardens
30. Temple Terrace
31. Florida Christian
32. Tampa Industria
33. Schlitz Hospitali
34. University of So
35. Fort Homer Hest
    Hall)

Florida State Fair, held winter exposition and Sh

Attractions and Points of bered on map from south

e Base
and Elevators

shing pier)
unching Ramps
Airport

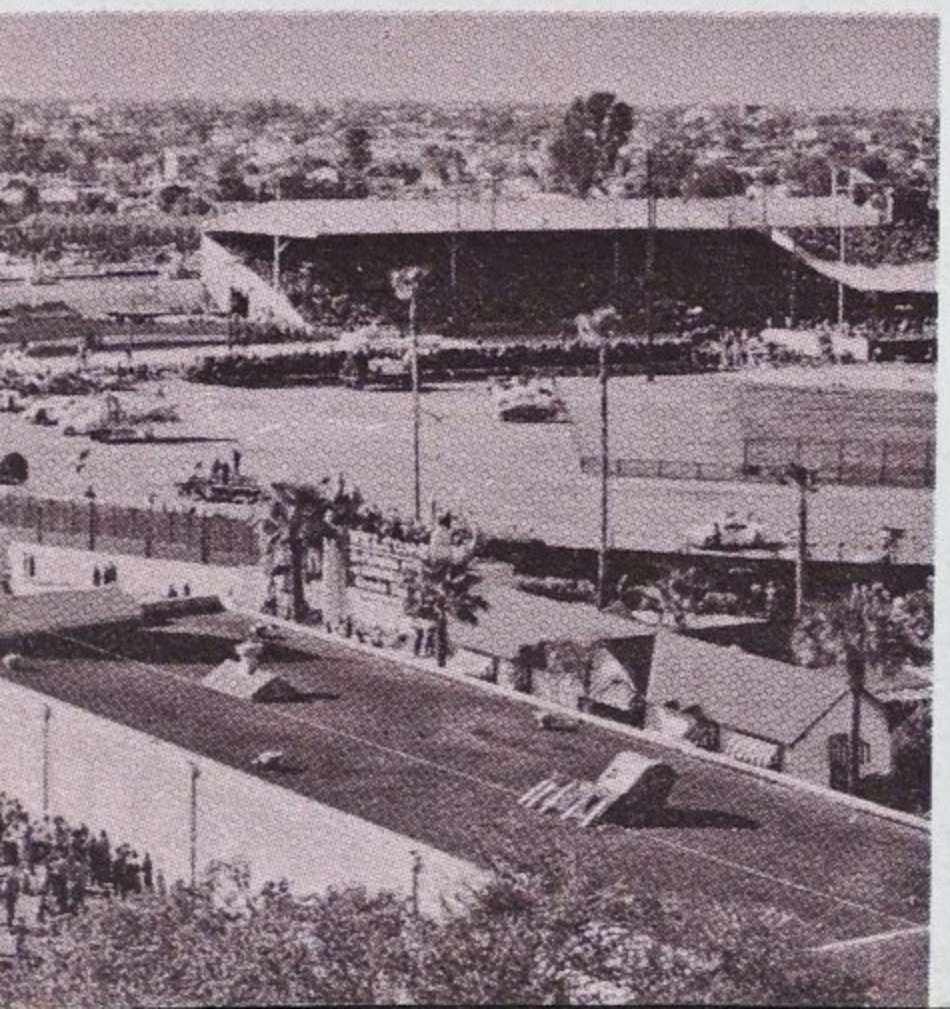
e Invasion Ship
ard
f & Country Club
ditorium
ir grounds

on Center
n Center
mpa

Chamber of Commerce
ping Area

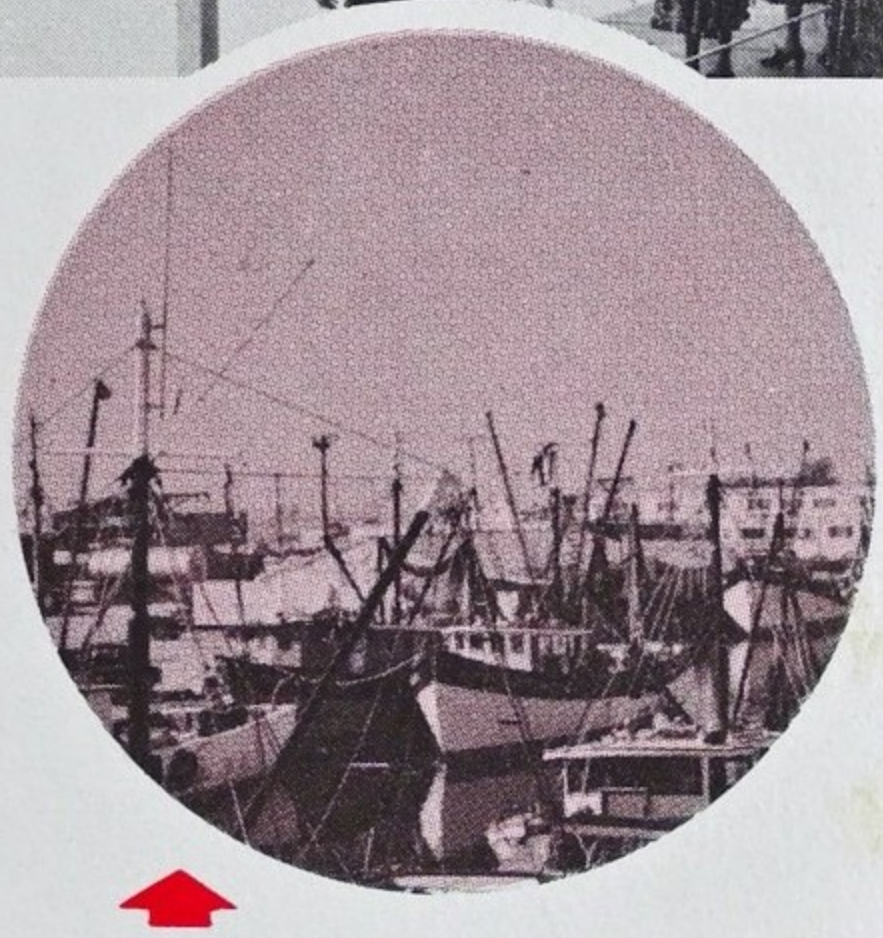
in Quarter
ants
, boating, fishing, picnicking)
onal Airport
incinnati Redlegs Spring training)
f Course
f Club
unshine Park)
ity Theatre
Park (Storybook park for all ages)
ng
Pool
& Country Club
Country Club
(Plant tours)
Golf Club
College (Hydroponic Gardens)
l Park
y House (Plant tours)
uth Florida
erly Armory (Exhibit and Convention

each February, is world's largest
w Window of The Sunshine State.

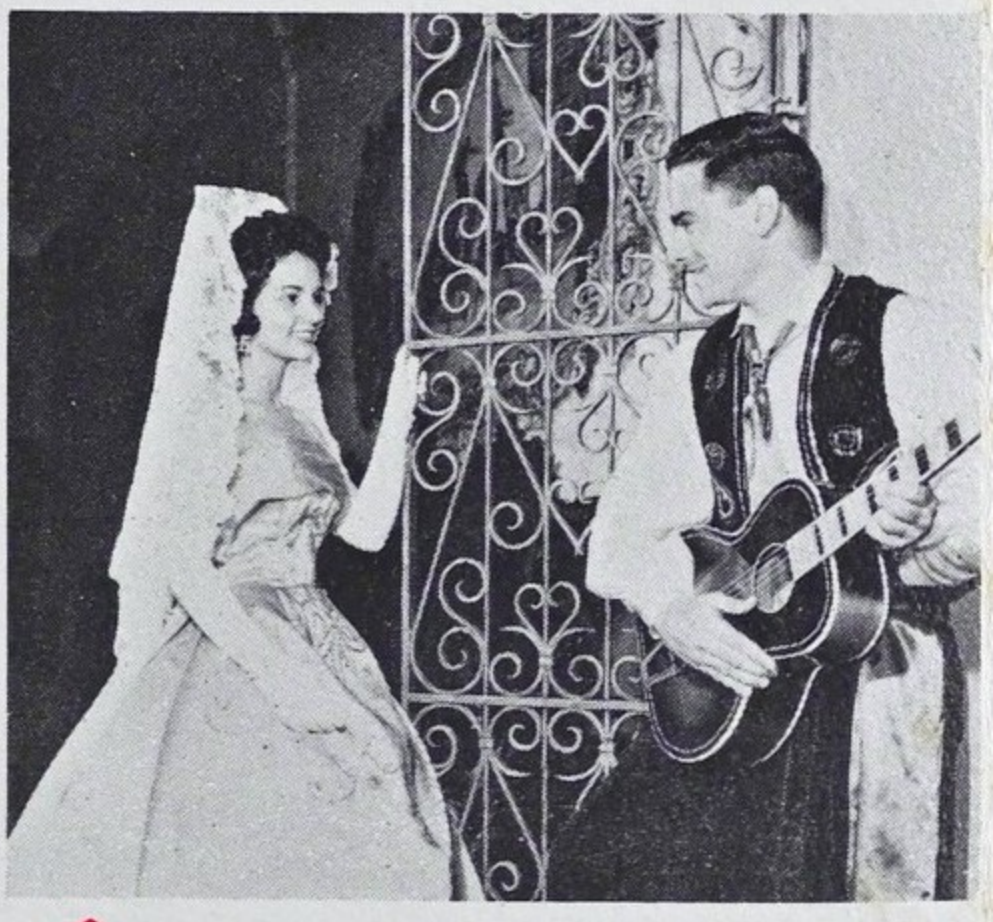


Greyhound racing offers an exciting evening during the fall and winter months.

Tourist Recreation Center, Plant Park. Tampa has 89 shuffleboard courts.



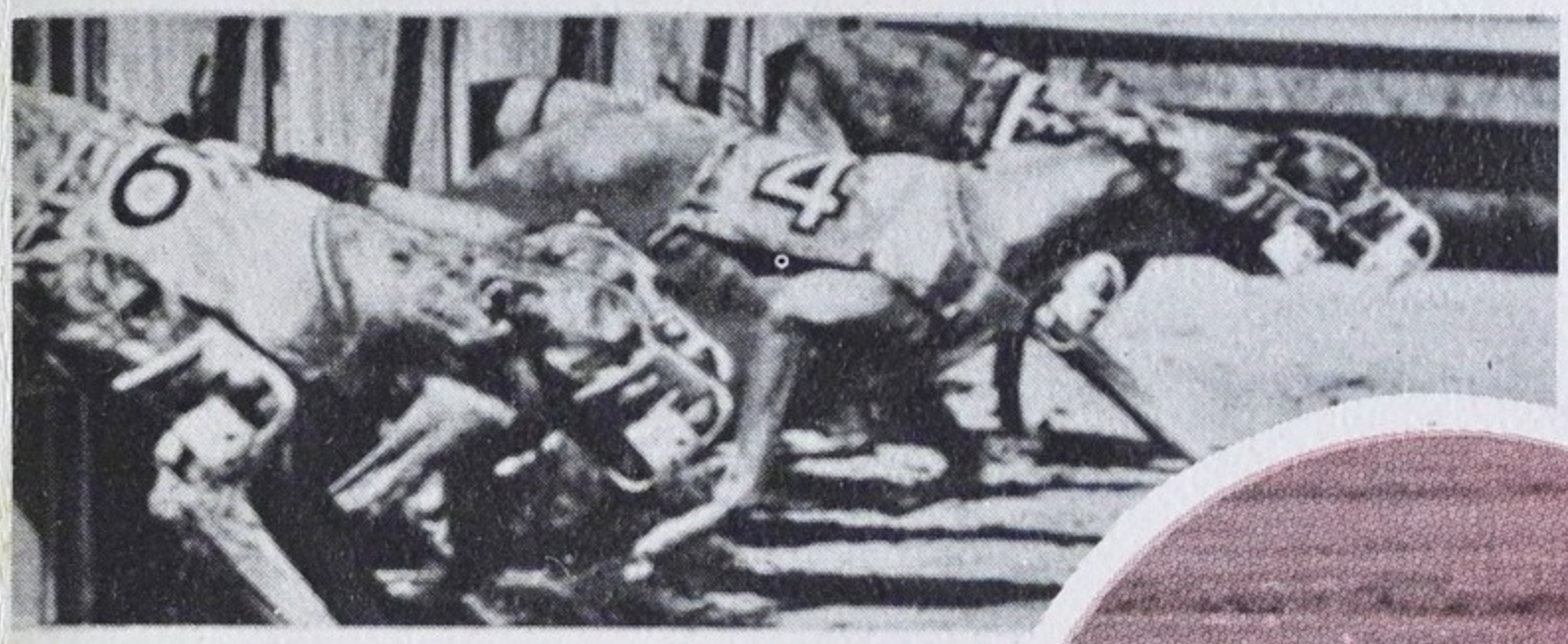
Tampa's shrimp fleet has 250 boats, making it one of the largest in the world.



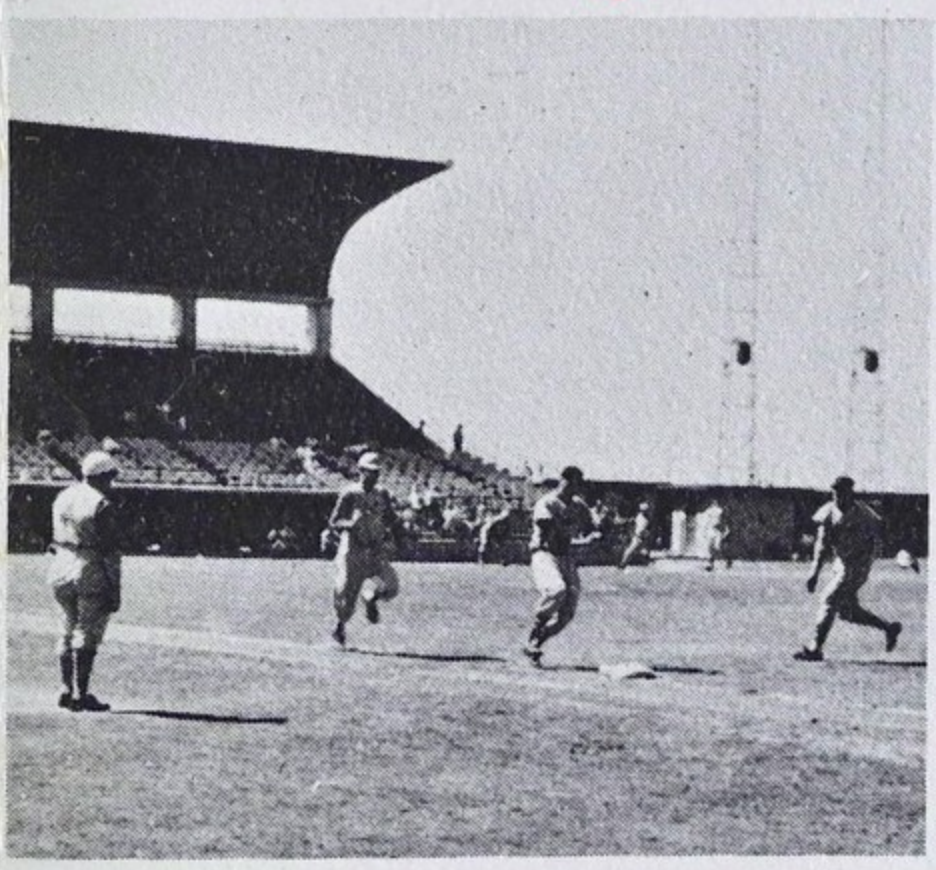
Ybor City, Tampa's Latin Quarter, still retains many of the Old World customs.

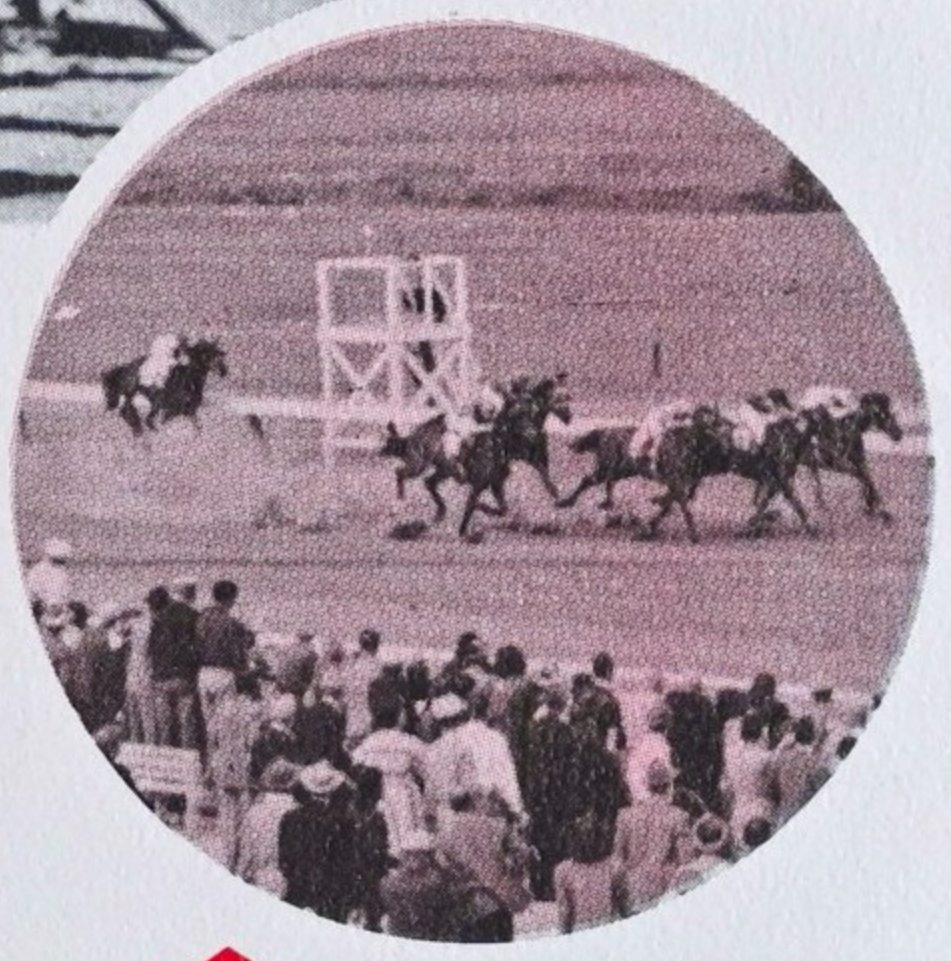
Tampa is famous for fine foods! Its restaurants and hotels offer a wide variety of delicious dishes; its Spanish restaurants are world-renowned.

Jai Alai, one of Tampa's many spectator sports, is the fastest game in the world packed with jet action. Season is from December to April.



The Cincinnati Redlegs do their Spring Training in Tampa and Al Lopez Field is the scene of Grapefruit League games between many of the major league teams. The Tampa Tarpons play pro ball all summer.



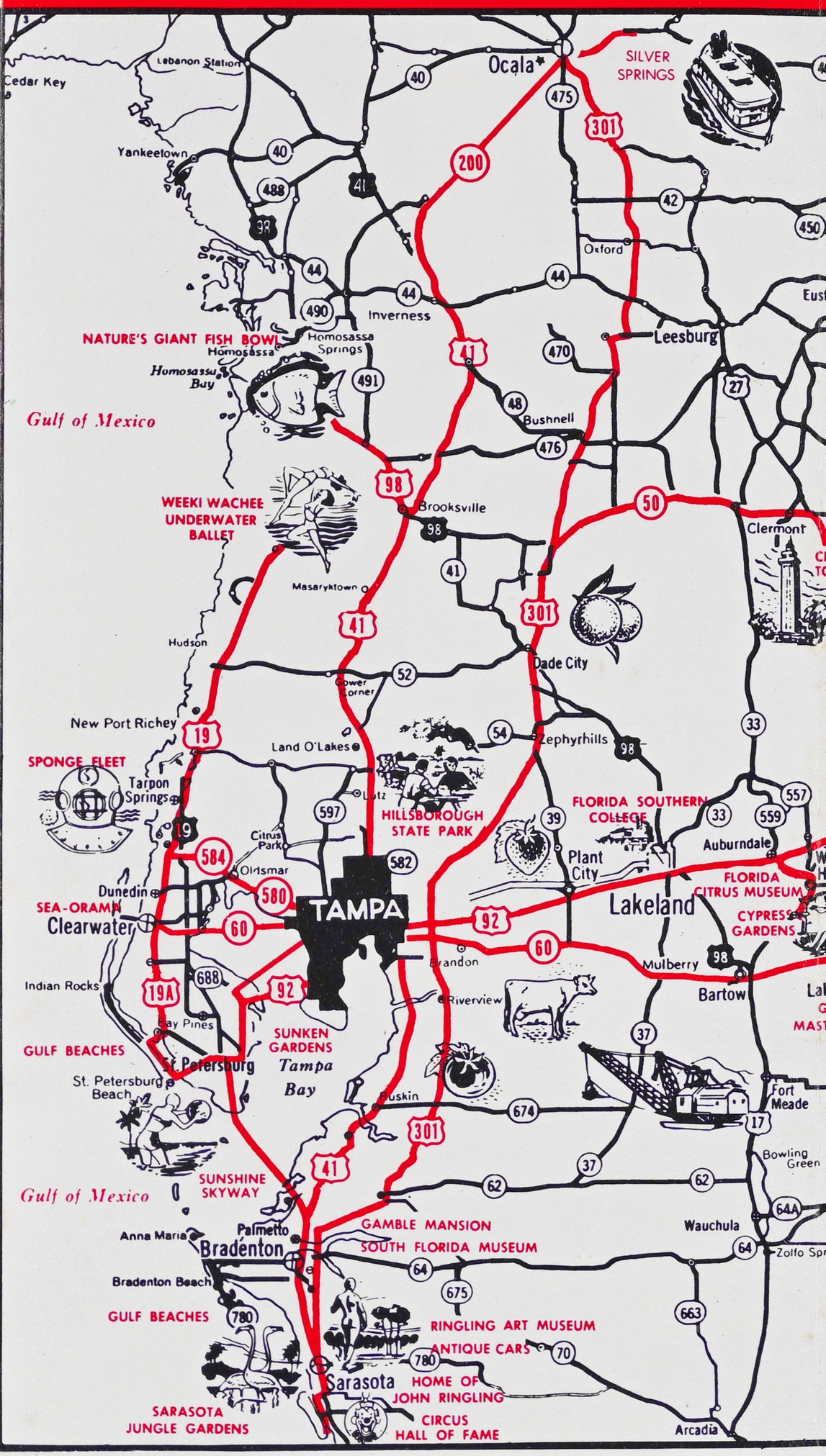


The thoroughbreds run at Sunshine Park each afternoon from mid-January to April.

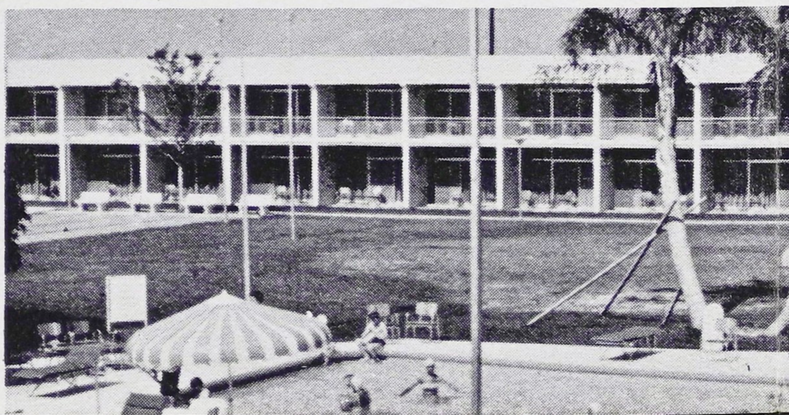
Tampa has six golf courses, all sporty layouts open the year 'round. Most of them have green fee privileges for visitors.

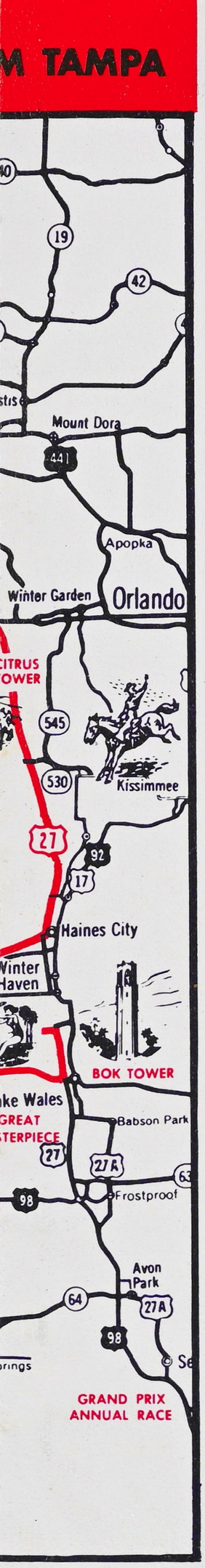
If you like fishing, you'll love Tampa! In the bays on Tampa's doorstep are trout, mackerel, kingfish, redfish, snook and tarpon. Bass, perch and bream abound in nearby lakes and rivers.

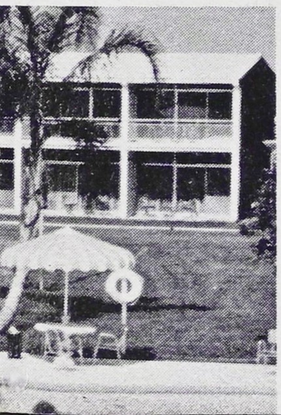
ONE DAY Sightseeing Trips FRO



Tampa's hotels and motels offer modern, air conditioned accommodations to fit every vacation budget.







These trips, combined with sightseeing in Tampa, plus fishing, golfing, watching spectator sports or just relaxing, provide a complete Florida vacation.

Trip A: East on Rt. 60; south on U.S. 41 (huge phosphoric plant on right). Alafia River; Gibsonton, Ruskin (winter vegetables, Salad Bowl of America, Bahia Beach). Palmetto (Benjajmin Memorial). Manatee River. Bradenton (Gamble Mansion, South Florida Museum). Sarasota (Ringling Art Museum, Home of John Ringling, Circus Hall of Fame, Antique Cars, Sarasota Jungle Gardens) . . . Return on U.S. 301 (citrus, cattle ranges). Turn west on Rt. 60 (Florida's only steel mill, can manufacturing) . . . Approximately 120 miles. Alternate-return "overwater" route via Sunshine Skyway—north on U.S. 41; west on U.S. 19 just north of Palmetto, and through St. Petersburg on U.S. 19. Turn east on Rt. 688 to W. Howard Frankland Bridge across Tampa Bay.

Trip B: East on Rt. 60 through Brandon, Mulberry (Prehistoric Phosphate Museum), Bartow (phosphate mining, citrus groves). Lake Wales (Bok Singing Tower, Great Masterpiece). Return north on U.S. 27 to Cypress Gardens. Winter Haven (Florida Citrus Museum). Lakeland (Florida Southern College). Plant City (Winter Strawberry Capital of the World) . . . Approximately 130 miles.

Trip C: West on Gandy Boulevard (U.S. 92) across Gandy Bridge spanning Tampa Bay. South on 4th Street, west on Central Avenue through center of St. Petersburg; (Sunken Gardens, Gulf beaches). North on U.S. 19-A to Clearwater and Beaches. Return via Courtney Campbell Parkway (U.S. 60) (fishing, bathing, picnicking). Tampa International Airport . . . Approximately 90 miles.

Trip D: West on Rt. 60 (Courtney Campbell Parkway —fishing, bathing, picnicking); north on U.S. 19 to Tarpon Springs (Sponge Fleet). North on U.S. 19 to Weeki Wachee Springs (Underwater Ballet). Return; east on Rt. 50 to Brooksville, then south on U.S. 41 through Masaryktown (Colony of Czechoslovakians); poultry raising and citrus groves . . . Approximately 120 miles.

Trip E: East on Rt. 60; north on 301 to Dade City (world's largest citrus processing plant). North to Rt. 50, then east to Clermont (Citrus Tower, freshwater fishing). South on U.S. 27 (citrus groves, cattle ranges). Haines City (lakes, citrus groves). West on U.S. 92. Lakeland (Florida Citrus Museum). Plant City (Winter Strawberry Capital of the World) . . . Approximately 150 miles.

Trip F: East on Rt. 60; north on U.S. 301 to Ocala and Silver Springs (famed underwater fairyland, glass bottom boats). Return; take Rt. 200 from Ocala to Hernando (lake fishing area); then south on U.S. 41 to Tampa . . . Approximately 200 miles.

MORE for YOU to SEE and DO in...

Tampa

HILLSBOROUGH COUNTY, FLORIDA

Special Annual Events

Dixie Tennis Tournament	January
Florida State Fair	February
Shrine Parade	February
Gasparilla Pirate Invasion and Parade of the Pirates	February
Latin American Fiesta	March
International Championship Pistol Matches	March
Horse Show	March
Major League Baseball Spring Training	March-April
Tampa Tarpon Tournament	June-July
Tri-City Suncoast Fiesta	July
AAU Swimming and Diving Tournaments	Mid-Summer
Cigar Festival	October
Tampa Community Theatre	Fall and Winter
Philharmonic Symphony Concerts (Alfredo Antonini, Conductor)	November, December January, March, April
Championship Trap and Skeet Shoots	November, February, March
Art Shows	Year 'round
Golf Tournaments	Year 'round
Power and Sail Boat Racing	Year 'round

Tampa's famous Pirate Ship — the Jose Gasparilla; only fully-rigged pirate ship in the world.

For further information, write or visit the Greater Tampa Chamber of Commerce, Chamber Building, 801 East Lafayette Street, Tampa. Free listing of motels and hotels sent upon request.